

This bachelor's thesis entitled "Regulation of advertising featuring and focusing children in the context of current legal and ethical regulations in the Czech Republic and the EU" deals with commercial communication targeting the child recipient. The theoretical part analyses current legislative and self-regulating advertising mechanisms in the Czech Republic and the European Union; the practical part then uses specific advertising campaigns to show whether these directives have been adhered to or not. The aim of this thesis is to evaluate the efficiency of Czech legal and ethical regulations and to outline the interaction between the final shape of marketing communication and the above mentioned mechanisms.